

Is The Appointment Set?

Living in the PPM world here in Philadelphia, appointment setting is becoming more prevalent for radio stations. Whether they're running a ticket giveaway, artist interview, etc., stations are more noticeably setting the appointments with the listeners. "Coming up today at 5:45 will be your next chance to win Flyers playoff tickets." These teases are not only being done on the air, but are also seen. That's right, I said seen. Electronic billboards along I-95 display these same messages: Free Neil Young tickets today at 3:25pm, with the station's logo. If you're in a station's database, you're likely to have the appointment reminders e-mailed to you, and text messages sent as well. Is it helping to drive listening? Obviously, the goal is to drive large amounts of cume to the station to spike listening through prime hours of the day, helping the overall cume numbers increase.

So, in a non-PPM market, is appointment setting important? Absolutely. The goal, again, is to drive large amounts of cume to your radio station to spike listening through prime hours of the day, helping increase your overall cume. If it's a ticket giveaway, tease it all day. When you're ready to do the giveaway, and 'your audience has assembled', are you going to make it entertaining for this group of people you've gathered for this moment? Examples: name these five Van Halen songs spliced together, what's this Van Halen song the cleaning lady's butchering? Play clip of song that your janitorial staff member is singing in the production studio. Name Van Halen's 3 different lead singers. Make it something to get the audience to play along with.

Or, does the giveaway go to caller 25, and texter 25? Entertaining?

If you plan on driving cume to your radio station, you want them to become a P1, and to return again and again. They may not ever win the tickets, but you want your station to have the reputation of being entertaining. Whether it's for a ticket giveaway, or in that Eddie Van Halen studio interview, your station is the one that brought in dancers to perform for Eddie while the interview was happening. A video shoot of that would be great. Then, don't just add it to your website immediately. Create some traffic, tease it all day, that tonight at 9pm on the website, the unedited studio interview will be shown.

Set the appointment, drive the cume, make it entertaining, and keep them coming back for more. Sound like fun?

There's enough audio competition out there now for radio. To cut through, radio needs to be doing something the others aren't, or can't do. Make it fun, and have fun doing it. The results may surprise you.

As always, I welcome your thoughts.